ORDER

KOB

Orders

Order / Rev:	**169035**			
Alt Order #:				
Product Desc:	Martin Heinrich 10/22-10/28 Additional O			
Estimate:	12674			
Flight Dates:	10/22/12 - 10/28/12		Primary AE:	Olivia Lawrence
Original Date / Rev:	10/17/12 / 10/17/12		Sales Office:	KOB
Order Type:	GENERAL		Sales Region:	Local

Agency

Name:	**Media Strategies & Research**		
Buying Contact:	Suzanne Lorimer	Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	1580 Lincoln St Ste 510	Billing Cycle:	EOM/EOC
	Denver, CO 80203-1507	Agency Commission:	15%

Advertiser

Name:	**Heinrich for Senate**		
Demographic:	A35+	New Business Thru:	05/05/09
Product Codes:	PL1	Order Separation:	00:15:00
Priority:	99	Advertiser External ID:	
Revenue Codes:	AGY, POL, CAND	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/26/12	7	$1,900.00	$1,615.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	7	$1,900.00	$1,615.00	0.00
Totals	7	$1,900.00	$1,615.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Olivia Lawrence			Start Of Order - End Of Order	100%

Order Share	Share	Total
KOB	26%	$1,900.00
Market	100%	$7,307.69

Competitive Share	Share	Total
CABLE	0%	$0.00
KAPX	0%	$0.00
KASA	9%	$657.69
KASY	0%	$0.00
KAZQ	0%	$0.00
KBEI	0%	$0.00
KBIM	0%	$0.00
KCHF	0%	$0.00
KENW	0%	$0.00
KHFT	0%	$0.00
KKTO	0%	$0.00
KLUZ	0%	$0.00
KNAT	0%	$0.00
KNME	0%	$0.00
KOAT	29%	$2,119.23
KOBF	0%	$0.00
KOBR	0%	$0.00
KOCT	0%	$0.00
KOFT	0%	$0.00
KOVT	0%	$0.00

KREZ	0%	$0.00
KRPV	0%	$0.00
KRQE	36%	$2,630.77
KUPT	0%	$0.00
KWBQ	0%	$0.00
UNKWN	0%	$0.00

Order / Rev: 169035
Alt Order #:
Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heinrich for Senate
Product Desc: Martin Heinrich 10/22-10/28 Additional O
Estimate: 12674

KOB

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	All	10/22/12	10/28/12	News 4 Today I 5a-530a News 4 Today I 5a-530a	CM	M-F 5a-530a	M--TF--	:30	3	$175.00	3	0.00	NM	3	$525.00
N 2	All	10/22/12	10/28/12	News 4 Today I 530a-6a News 4 Today I 530a-6a	CM	M-F 530a-6a	-T-----	:30	1	$300.00	3	0.00	NM	1	$300.00
N 3	All	10/22/12	10/28/12	Who Wants to Be A Million Who Wants to Be A Million	CM	M-F 1130a-12p	----F--	:30	1	$75.00	6	0.00	NM	1	$75.00
N 4	All	10/22/12	10/28/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p	--W----	:30	1	$400.00	4	0.00	NM	1	$400.00
N 5	All	10/22/12	10/28/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p	M------	:30	1	$600.00	4	0.00	NM	1	$600.00

Weekly detail:

Line		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
N 1	Week:	10/22/12	10/28/12	M--TF--	3	$175.00	0.00
N 2	Week:	10/22/12	10/28/12	-T-----	1	$300.00	0.00
N 3	Week:	10/22/12	10/28/12	----F--	1	$75.00	0.00
N 4	Week:	10/22/12	10/28/12	--W----	1	$400.00	0.00
N 5	Week:	10/22/12	10/28/12	M------	1	$600.00	0.00

*Tax 1 Note: ABQ 7%.

Totals 7 $1,900.00